

Message Text

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TAGS: BEXP, UR
SUBJ: ADVANCED AGRICULTURAL MACHINERY AND EQUIPMENT - MINI-SHOW

REF: USDOC 915

1. COMMERCIAL OFFICE HAS WRITTEN TO CHAMBER OF COMMERCE AND
INDUSTRY REQUESTING ITS APPROVAL OF PROPOSED MINI-SHOW PER INFO-
RMATION REFTEL.

2. IN REVIEW LIST OF PROPOSED SUBJECT AREAS, COMMERCIAL OFFICE
BELIEVES THAT AREA COVERED IS TOO BROAD. IN FACT, WE BELIEVE
THAT THERE ARE THREE SEPARATE AREAS, EACH OF WHICH SHOULD BE
COVERED BY A SEPARATE MINI-SHOW, AS FOLLOWS:

1) TOPICS A AND B COULD BE COMBINED INTO SHOW ENTITLED
"LAND RECLAMATION, IRRIGATION AND DRAINAGE EQUIPMENT."

2) TOPICS C AND D COULD BE COMBINED INTO SHOW ENTITLED
"POULTRY FARMING EQUIPMENT AND FEEDLOTS FOR BEEF CATTLE."

3) TOPIC E COULD STAND ALONE AS EVENT ENTITLED "PLANTS FOR
PRODUCTION OF PROTEIN FEED."

3. IF WE BREAK PROPOSED EVENT UP INTO THREE SEPARATE
SEMINAR/EXHIBITS AS PROPOSED ABOVE, THIS WILL GREATLY EASE
PROBLEMS OF COORDINATION WITH SOVIET MINISTRIES AND WITH CHAMBER
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OF COMMERCE AND INDUSTRY. IN OUR EXPERIENCE, ORGANIZATION OF

SEMINAR/EXHIBITS IS MUCH EASIER WHEN ONE SOVIET MINISTRY HAS RESPONSIBILITY FOR ATTRACTING APPROPRIATE SPECIALISTS.

4. AS REGARDS PARTICIPATION, COMMERCIAL OFFICE SUGGESTS THAT RECENT SOVIET COMMERCIAL DELEGATIONS ON IRRIGATION EQUIPMENT AND EQUIPMENT FOR PRODUCTION OF PROTEIN FEEDS, WHICH WERE COORDINATED BY BEWT/TDAD, PROVIDE GOOD INDICATION OF AREAS OF SOVIET INTEREST. WE WOULD SUGGEST THAT IN RECRUITING FOR THESE EVENTS, MAJOR EFFORT BE MADE TO ATTRACT PARTICIPATION BY FIRMS WHICH WERE VISITED BY DELEGATION HEADED BY DEPUTY MINISTER GARKUSHA (IN CASE OF IRRIGATION EQUIPMENT) AND BY DELEGATION HEADED BY DEPUTY MINISTER SHILKIN (IN CASE OF EQUIPMENT FOR PRODUCTION OF PROTEIN FEEDS).

5. ON TIMING, WE WOULD SUGGEST THAT EVENT ON "LAND RECLAMATION, IRRIGATION AND DRAINAGE EQUIPMENT" BE SCHEDULED FOR MAY 10-14 PERIOD, WITH EVENT ON "PLANTS FOR PRODUCTION OF PROTEIN FEED" COMING IN THE FALL OF 1976. OUR REASONING FOR THIS TIMING IS BASED ON FACT THAT SOVIET DELEGATION HEADED BY DEPUTY MINISTER GARKUSHA VISITED U.S. IN SEPTEMBER 1975 AND FOLLOW-UP IN MOSCOW BY COMPANIES INVOLVED WOULD BE APPROPRIATE FOR MAY 1976, WHEREAS LIVESTOCK FEED DELEGATION ONLY VISITED U.S. IN DECEMBER 1975 AND FOLLOW-UP IN MOSCOW WOULD PROBABLY BEST BE PUT OFF UNTIL FALL OF 1976.

6. IN RECENT MEETINGS WITH DEPUTY MINISTER OF LAND RECLAMATION AND WATER MANAGEMENT KH. T. PETERSON, HE GAVE COMMATT NAMES OF SEVERAL ADDITIONAL U.S. FIRMS IN IRRIGATION EQUIPMENT AREA WHICH ARE OF INTEREST FOR HIS MINISTRY, AS FOLLOWS:

1) WADE MANUFACTURING, BEAVERTON, ORE.

2) RAINBIRD INTERNATIONAL, GLENDORA, CALIFORNIA (REPRESENTED IN USSR BY CERES INTERNATIONAL).

COMMERCIAL OFFICE SUGGESTS THAT INITIAL RECRUITMENT EFFORTS FOCUS ON FIRMS WHICH PARTICIPATED IN GARKUSHA VISIT. DOLLISON OF BEWT/TDAD SHOULD BE ABLE TO ASSIST IN CONTACTING FIRMS.

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7. PLEASE ADVISE ASAP WHETHER ABOVE PROPOSALS ACCEPTABLE FOR BEWT.
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